



Appeal Decision

Site visit made on 11 July 2025

By SJ Desai BSc MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 01 August 2025

Appeal Ref: APP/G5180/Z/25/3365710

Land adjacent to Links Way, Beckenham, Bromley BR3 3DG

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Wildstone Estates Limited against the decision of the Council of the London Borough of Bromley.
 - The application Ref is DC/25/00341/ADV.
 - The advertisement proposed is described on the application form as: "Erection of a D6 small format Advertising Display".
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Decision

1. The appeal is allowed, and express consent is granted for the Erection of a D6 small format Advertising Display at Land adjacent to Links Way, Beckenham, Bromley BR3 3DG in accordance with the terms of the application ref: DC/25/00341/ADV. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations and the additional conditions set out in the schedule below.

Preliminary Matters

2. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (the Regulations) and paragraph 141 of the National Planning Policy Framework 2024 (the Framework) state that advertisements should be subject to control in the interests of amenity and public safety. In this case, the Council has raised no objection on the grounds of public safety, and I have found no reason to disagree.
3. I have been referred to an appeal for an advertisement¹ at the same site and note this has recently been allowed. At the time of my site visit the advertisement had yet to be installed. Both main parties were given the opportunity to comment on any implication of this earlier appeal being allowed, however no responses were received.

Main Issue

4. The main issue is the effect of the proposed advertisement on the amenity of the area.

¹ APP/G5180/Z/24/3355417

Reasons

5. The advertisement would be located within the grounds of an established petrol filling station (PFS) situated at the junction of Links Way and Upper Elmers End Road. The surrounding area is of mixed character, comprising both commercial and residential uses, with the principal concentration of commercial activity located on the opposite side of the highway. The site shares boundaries with the public footway and the residential property of 7 Links Way (No.7).
6. The proposed single sided digital six sheet advertisement display would be 2.4m in height by 1.23m in width. It would be positioned adjacent to the retail unit beneath the forecourt canopy, set well back from the Links Way footway. The immediate setting includes various existing structures and functional elements associated with the PFS, such as electric vehicle (EV) charging points, bins, and parcel lockers. The illuminated display would be solely on the elevation facing northwards towards the PFS forecourt and road junction.
7. In southward views along Links Way, the advertisement display would be visible and possess a degree of prominence. Nevertheless, given its recessed positioning, the commercial nature of the site, and the visual context of the retail unit backdrop, I am satisfied that the structure would not present an intrusive or incongruous addition to the streetscape.
8. When seen in the north-looking view along Links Way the advertisement display would be on the opposite side of the structure which would reduce its overall prominence. The set back position from the footway would further reduce its visual impact and ensures it would be read in conjunction with other operational structures at the PFS. The degree of set-back and spatial separation from No. 7 is sufficient to prevent any undue prominence or harmful effect on the outlook of neighbouring occupiers.
9. While the advertisement would introduce a new element into the streetscape, it would not appear excessive in bulk or scale when viewed in the context of its surroundings. Its form, size and location are consistent with other structures within the PFS and would not result in visual clutter. Given the differing functions of these elements, I find no cumulative harm to visual amenity.
10. In respect of the recently allowed advertisement at the site, while I have considered that decision as a material consideration, I have assessed the current proposal on its own merits. Nonetheless, having regard to the scale, form, and siting of the previously approved advertisement, I am satisfied that the cumulative presence of both displays, if installed, would not result in visual clutter or adversely affect the visual amenity of the area.
11. The appellant has confirmed that the display would include goods and services related to the PFS within its rotation. Whilst this functional link would further associate the advertisement with the existing commercial use and character of the appeal site, I do not consider that this is necessary to make the appeal proposal acceptable.
12. Several representations raise concerns about light and noise pollution. However, the Council has not objected on these grounds, and a previous appeal at the site for a similar advertisement found no unacceptable impact on amenity. The site lies in an area already subject to illumination and noise from traffic, streetlights, and the

PFS. Within this context, a modest digital display, facing away from nearby homes, would not appear out of place. Illumination levels can be controlled by condition, and there is no compelling evidence that the display would result in harmful noise emissions.

13. Accordingly, I conclude that the proposal would not have a harmful effect on the amenity of the area. I have taken into account Policies 37 and 102 of the Bromley Local Plan (2019). These require, amongst other things, for proposals to positively contribute to the street scene, and in respect to advertisements, to have regard to the character of the surrounding area. They are therefore material in this case, along with paragraph 141 of the Framework. Given that I have concluded that the proposal would not harm amenity, it does not conflict with these.

Other matters

14. A number of neighbouring parties have objected to the proposal on the basis of potential harm to highway safety. However, the Council's Highway Development Engineer has offered no objection, and I have been presented with no compelling technical evidence to suggest that the advertisement would compromise the safe operation of the highway. The siting, well away from the highway, and format of the signage within an already visually active environment, would not in my view be unduly distracting to road users.
15. Concerns regarding an increase in anti-social behaviour attributable to the advertisement are not substantiated by any evidence before me. I do not consider that the presence of a digital advertisement of this nature would materially influence patterns of behaviour at the site.

Conditions

16. The five standard conditions set out in the Regulations apply. The Council's questionnaire confirms that they consider no additional condition to be required. However, the Council's Highway Development Engineer and the appellant have suggested additional conditions, and I have considered these.
17. To protect highway safety, the advertisement must not feature moving or animated images or resemble official traffic signs. Luminance and movement frequency should be controlled to preserve amenity and public safety. A condition requiring compliance with the submitted plans is unnecessary, as express consent, not planning permission, is being granted, and minor amendments are not applicable.

Conclusion

18. For the reasons given above and having regard to all other matters raised, the appeal should be allowed.

SJ Desai
INSPECTOR

SCHEDULE OF CONDITIONS

- 1) There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.
- 2) In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night time luminance value set out for Environmental Zone 4 in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².
- 3) In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals – Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².
- 4) The minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages or advertisements being displayed.
- 5) The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display shall include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.
- 6) No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

END OF CONDITIONS